

The REPORTER of Direct Mail Advertising

17 East 42nd Street • New York, N. Y. • VANDERBILT 6-0888

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AUG 24 1943

Hot Shots From July Direct Mail News

□ ANOTHER CALL FOR COPY.

As you all know, the Third War Loan Campaign is getting started. The goal is fifteen billion dollars. That's a whale of a lot of money to get from a public that has already dug in two previous times. Julian Brodie, chairman of the Committee on Brief Items of the Writers' War Board, 122 East 42nd Street, New York City, has appealed to *this reporter* again to ask our readers to help out with "your most trenchant, most persuasive slogans."

Those wanting to help . . . please write to Julian Brodie direct. The invasion will be a copy theme in the campaign advertising. The official slogan is "Back the Attack—With War Bonds." The Writers' War Board wants slogans which will stress the safety of the investment. They also want slogans which may be helpful in cutting down redemption of bonds, such as "Don't Be An Indian Giver."

If you think you are a good slogan writer, it's time to strut your stuff.

□ THE THIRD WAR LOAN DRIVE

. . . starting September 9th, is being backed up by one of the largest direct advertising campaigns in history. The descriptive folder being issued by the United States Treasury represents probably the largest single run of an advertising type folder in the history of the country. The print order is for fifty million. Both it and the 32-page sales manual for use by volunteer workers were prepared by our friend Earle A. Buckley of Philadelphia, who spends part of each week in Washington as Special Staff Asst. of the War Finance Division. When Earle tackles a job of this kind . . . it's good.

□ IN THIS REPORT of Direct Mail Activities for the month of July, we may as well shoot off a few verbal fireworks. We have had some hot issues in the past. Remember the July issue of 1940 . . . or the April and October issues of 1941? This particular number of *The Reporter* may break all records. At any rate, let's hope so.

Before you do anything else, you better turn to Page 3 and start reading "So You Don't Believe It?" Then after you are thoroughly roiled up, tackle the report entitled "Hitting Below The Belt" on Page 26.

By that time you should be in good condition to absorb without too many ill effects, all the rest of the important material contained in these pages.

We'll be glad to have your reactions on any of the subjects discussed. The more the merrier. We like to read the mail.

□ BUNK OF THE MONTH DEPARTMENT.

We like the Waldorf-Astoria very much. Especially Joe Hoenig, the Sales Manager. But in all sincerity we recommend to the Waldorf and to Joe Hoenig that they discontinue the "table tent" placed on the tables at luncheons, banquets and convention affairs.

Here's the copy which appeared on "the tent" at one of the A.F.A. luncheons.

Frankly, About Tips

In accordance with long established custom each guest at this banquet is left free to reflect by a gratuity his personal satisfaction with the service he has received from his waiter . . . Were this practice not observed, a service charge would be necessary . . .

Sometimes waiters make "collections" for this purpose . . . Waldorf waiters prefer to leave the matter of gratuities entirely to the good will of the guests.

The Committee.

The reason we believe that copy is **bunk** . . . is that shortly after reading it and finishing the luncheon, the waiter started passing the plate and shoving it under each diner's nose. Before starting to shove, the waiter had placed on the plate a **one dollar bill**. The first two out-of-towners who were thus initiated into the facts of good-will didn't want to seem to be pikers so dutifully placed dollar bills on the plate. But the rest of us at the table broke up the racket.

□ **RAISED EYEBROW DEPARTMENT.** During the past several weeks, many people have been wondering what has happened to "Reader's Digest" of Pleasantville, New York.

We all understand that very recently the "Reader's Digest" was granted an additional allotment of paper after filing an appeal. In the August issue of this distinguished magazine, there is a very suspicious article appearing as the first lead feature. The article could not be interpreted as being very helpful to the war effort. It pokes fun at the **Four Freedoms**. It might stir up disunity among the United Nations. And then to make matters worse . . . at the end of the article, the "Reader's Digest" offers reprints at fixed prices.

Is that what the extra allotment of paper is being used for? We think this case warrants more than "raised eyebrows."

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TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



PAPER, essential in war and peace, had become commonplace and taken-for-granted because of familiar daily usage until restrictions sharply focused the Nation's eyes upon its vital services. Certainly our world, denied paper and printing, would plunge abruptly to a sadly chaotic status. War-effort, industry, commerce and edu-

cation would be immediately hamstrung. Progress would halt in its tracks. Today's civilization and that of the tomorrows to come is dependent upon Paper as an indispensably important ally. Good Paper only is worthy to serve our national economy . . . good papers *only* constitute the goal of Northwest's skilled craftsmen.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY · CLOQUET, MINNESOTA

So You Don't Believe It!!

By HENRY HOKE

*Publisher of The Reporter
of Direct Mail Advertising*

After our entry into the World War . . . after the indictment of the 33 mail misusing seditionists . . . after the exposure of the franking racket and the conviction of Ham Fish's secretary, George Hill . . . most of the people in the country believed that the anti-American pro-Nazi organizations had been driven out of business. Some of the readers of this magazine have expressed the opinion at times that we should not keep harping on the subject.

Recent developments indicate that the time has come when the lid should be blown off. For those who do not believe that anti-American activities are going on through the United States mails, we are now exposing the worst of the current crop.

On the next two pages we are illustrating thirteen of the bulletins, magazines or newsheets which are being mailed week after week and month after month by those who are trying to obstruct the war efforts of the United States. We ask you to examine these publications carefully. If you use a magnifying glass you will see that most of the publications bear current dates. This is no trumped up evidence. These things are actually being published in the United States and are being mailed by the hundreds of thousands to the lists which were being used prior to our entry into the war.

We are going to give you a short summary of the people or the background behind each of these publications. Read these summaries carefully. You will notice that most of the fanatical originators are under indictment by the Department of Justice or have been mixed up with those who have been indicted. We believe that these revelations will shock you.

You legitimate users of the mails (aside from your natural patriotism) should be shocked to know that the mail is being cluttered up with un-American and obstructionist material. You should be shocked to know that vitally essential paper and printing facilities are being used to retard the war efforts.

You should be completely upset to learn that so far efforts to stop this misuse of the mail have been unsuccessful.

Now . . . follow the numbers on the two pages of illustrations . . . and then read these summarized descriptions:

1. X-Ray: The "X-Ray" is edited by Court Asher who is now under Federal indictment for sedition. Asher has never denied charges that he was a bootlegger in prohibition days; he claims to have been associated at one time with the Ku Klux Klan.

The "X-Ray" is filled with stories about diabolical "plots" and fantastic "conspiracies", all of which are being hatched by the Jewish-Communist-International Bankers who control the Roosevelt administration.

Asher follows the usual line: "Christ Was Not A Jew"; "British Israel Jew, Moses Sieff, Seeks U. S. Chaos To Put Over Totalitarian Scheme Here"; John L. Lewis, since he has been embarrassing the Administration, is a great hero; "World Government" would mean the end of our American way of life; we must have a "Nationalist" America.

2. The Broom: "The Broom" is edited by C. Leon de Aryan, the Rumanian-born "nationalist" who is now under Federal indictment for sedition.

de Aryan, whose real name is Constantine Legenopol, was dishonorably discharged from the United States Army in 1914. He sat out the last war in Mexico and went to San Diego about twelve years ago where he founded and began editing "The Broom".

de Aryan follows the straight "nationalist" line. The Jews are at the root of the world's ills; the alleged seditionists are being "persecuted"; Congressmen Nye, Wheeler, Rankin, Fish and Hoffman are great men; an ideal society can be built only on "Christian racism", etc.

de Aryan has addressed meetings of the German-American Bund. He is a collaborator of Robert Noble, who, after Pearl Harbor, said: "To hell with MacArthur!"

3. Western Voice: The "Western Voice" of Englewood, Colorado, is edited by Harvey Springer, a Fundamentalist minister.

Springer is a close friend and collaborator of Gerald B. Winrod, who is now under Federal indictment for sedition. Springer, consequently, has taken the sedition indictment to heart, and nearly every edition of his paper reeks with a defense of the "persecuted Christians". This consistent support of the alleged seditionists has won Springer some friends in Congress. Senator Robert Rice Reynolds subscribed to his publication.

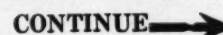
And Springer's line is very close to Winrod's line. He wants to have no truck with this "internationalism". He spits on the "World Flag" and says we must stick to Old Glory. He has no use for the Jews, and he thinks the Federal Council of Churches of Christ in America is "Communist-dominated". He thinks Gerald L. K. Smith is a "real man of Christ" and invited Smith to bring his "spiritual message" to the congregation in Englewood.

Important: Please do this. Take out your magnifying glass and examine the front page of "Western Voice" (No. 3). Look at the headlines. "Congressman Hoffman Speaks Again." "Congress Orders Radio Probe (the Cox mess)." "Congressman Hamilton Fish Acts Wisely." "Senator Nye Defends Persecuted Christians." This latter article which runs over into the inside pages is a strong defense of the 33 people who have been indicted for sedition. At one point, Senator Nye has declared, "These people are no more guilty than I am." O. K., Senator Nye, we'll take your word for it.

So You Don't Believe It!!!



For Complete Description See Preceding and Following Pages



4. Gaelic American: The house organ for New York Coughlinites, the "Gaelic American" is edited by James MacDermott and its leading columnist is the Rev. Edward Lodge Curran, Father Charles E. Coughlin's representative in the East.

The paper has always, and still does, advocate strict isolation. It denounces the British, the Russians, Roosevelt, any kind of international collaboration. It carries on personal feuds with anyone who intimates that Franco Spain isn't as democratic as it should be. It supports Christian Front groups, such as the American Rock Party, which are just coming out into the open again. Its editorial policy is pretty well summed up in the headlines: "Loyalty to Father Coughlin Urged In Sermon—Maligners of His Priestly Personality Scored... Dr. Edward Lodge Curran Lauds Father Coughlin's Patriotism At An Anniversary Mass." And these headlines ran in the "Gaelic American" of July 3, 1943. (Remember that Father Coughlin's "Social Justice" was barred from the mail ... for being obviously seditious.)

5. Patriotic Research Bureau newsletter: Elizabeth Dilling, editor of the "Patriotic Research Bureau" newsletter, is one of the most prolific writers in the nationalist, anti-Semitic, pro-Nazi field. She wrote "The Red Network," a book which proves that everyone from the Quakers to the Federal Council of Churches of Christ in America are dangerous radicals; she wrote "The Octopus", the most vicious anti-Semitic tract since the Protocols of the Elders of Zion.

Mrs. Dilling led the women who marched to Washington in 1941 to impeach President Roosevelt. She visited several Congressmen, notably Stephen Day, who boasted to her that William Dudley Pelley looked toward Day "to save the Republic."

Now under indictment for sedition, Mrs. Dilling still is dealing with Congressmen—this time it is Hamilton Fish. Fish recently introduced an amendment to the sedition law, which, if passed, would hamstring the sedition trials. Mrs. Dilling has been plugging this bill in nearly every issue of her newsletter. And not long ago Fish sent her copies of his speech introducing the amendment along with his franked envelopes. Mrs. Dilling promptly sent the speech out to her mailing list—under **Fish's frank**.

6. Post-War Bulletin: Joe McWilliams, the rabble-rousing Fuehrer of the Christian Mobilizers who used to scream that "blood will run in the streets of New York," left New York in 1941. Just before leaving he said: "I was brought into this movement for one purpose: to make America Jew-conscious. I've done that. Lindbergh, Nye, Wheeler, Reynolds and

the rest of 'em can carry on now. . . . I'll swing back into the saddle when the time is ripe. I'm going to travel—to start little fires all over the country so that they can burst spontaneously into a national flame that'll raze Democracy clear to the ground."

Joe openly advocated the razing to the ground of all Democratic and Republican party headquarters and establishment of a "nationalist" government patterned after Hitler's. He spoke jointly with Fritz Kuhn at Camp Siegfried and invited Bundists to address his meetings.

McWilliams apparently thinks "the time is ripe." He's in Chicago booming his "Serviceman's Reconstruction Plan", a ham-and-eggs scheme aimed at making the soldiers think that McWilliams is their saviour. McWilliams goes to other meetings too. He patronizes the "nationalist" movements where the audiences yell "Jews" and cheer Father Charles E. Coughlin.

Organ of McWilliams' Serviceman's Reconstruction Plan is the "Post-War Bulletin", edited by Alice Rand de Tarnowsky, who seems to be McWilliams' current financial angel. Alice helps Joe with his meetings too. Not long ago they set out to organize the "Navy Mothers".

7. America Speaks: Edited by William Kullgen, who is now under indictment for sedition. "America Speaks" is composed principally of reprints of speeches by obstructionist Congressmen and reprints of editorials from one of the three members of the "newspaper Axis"—the Chicago Tribune, the New York Daily News, and the Washington Times-Herald. One issue alone reprinted six articles from Cissie Patterson's Washington paper. The gist of these articles is: The alleged seditionists (frank misusers) are being "persecuted"; the Four Freedoms are no good; the Atlantic Charter is so much hogwash; the New Deal is foisting Socialism upon America; we are in immediate danger from Communism; the "world government" crowd are selling out "Nationalist" America.

Kullgen is a vegetarian and an astrologist who turned anti-Semite when Hitler came into power. He sold fruit juices and anti-Semitic literature for a living, and as an astrologist he used the stars to prove that Hitler is right.

8. The Cross And The Flag: Gerald L. K. Smith, editor. Gerald L. K. Smith started as an associate of William Dudley Pelley in the Silver Shirts. He soon graduated to the Huey Long organization, which he aspired to inherit after Long's death. Later he was associated with Francis Townsend in the Share-the-Wealth movement, but was kicked out for being a "fascist". Smith has been associated

with Charles E. Coughlin for many years and today is his staunch defender, calling him that "persecuted, Christian Father Coughlin".

With the backing of reactionary industrialists Smith set up his own Committee of 1,000,000. Despite having been Huey Long's right-hand man, he is a Republican and sought a seat in the United States Senate. Running in Michigan in 1942, he was defeated, but rolled up 112,000 votes in the primary.

When Smith's rabble-rousing monthly, "The Cross and the Flag", was started early in 1942, both Senators Robert Rice Reynolds and Gerald P. Nye gave it unrestrained endorsements. The magazine has replaced "Social Justice" and is now the organ of Smith's America First Party, which is making vast strides in the Middle West, pulling together under one banner all the misguided "patriots", embittered isolationists and Coughlinites whom Smith has led in the past, together with thousands of new converts who have fallen prey to Smith's dynamic demagoguery.

9. Women's Voice: A new publication, the "Women's Voice" is the organ of We, the Mothers, Mobilize for America.

We, the Mothers, a violently isolationist, anti-Roosevelt, anti-Communist, anti-International Bankers, and pro-German group, was active long before Pearl Harbor. The group followed Elizabeth Dilling, its spiritual leader, to Washington in 1941 to petition for the impeachment of the President. Announcement of the "mothers" march to Washington ran in "Social Justice". Anti-Semitic catcalls were, and are, common among the "mothers", for they have three "enemies"—the Communists, the Jews, and the International Bankers. And, the "mothers" say, all Communists are Jews, all International Bankers are Jews, all Jews are Communists, International Bankers, or both.

The "mothers" went underground right after Pearl Harbor. Now they are out in the open again. They are holding meetings of their own; they distribute Elizabeth Dilling's literature, even though Mrs. Dilling is under Federal indictment for sedition. Late this spring they began to publish their own magazine, which says "The International Bankers must not be permitted to take part at the peace conference. None but Christians should participate . . ."

10. Famine in America.

You'll Live on \$129.00 a Year and Like It!

Native Nazi.

These three booklets, written by Joseph P. Kamp, are the most recent

of a series printed and distributed by The Constitutional Educational League (named in the Federal indictments as one of the channels through which propaganda flowed), with New York headquarters at 342 Madison Avenue. This is one of the most important "patriotic" organizations involved in Fascist activities. While the League claims as its purpose the combating of Communist activities, it has been closely tied to and in complete agreement with the same type of various "anti-Communist" and pro-Nazi groups in the United States.

Joseph P. Kamp is the guiding force and chief spokesman. He has had a long association with such leading native Fascists as Lawrence Dennis, Harry Jung, John Eoghan Kelly (recently convicted as an unregistered agent of Franco's government), Allen Zoll and Joe McWilliams. In 1938, Kamp was one of the sponsors at a dinner given General Van Horn Moseley, who was shortly afterwards exposed as the front for a number of notorious subversive groups.

From 1935 to 1937 he was editor of the "Awakener" of which Lawrence Dennis was co-editor, and Jung and Kelly contributors. So well did it represent Fascist thought, that it was recommended by "World Service", the Nazi propaganda organ operating from Erfurt, Germany. In 1938 Kamp closed down the "Awakener" and began to work through the Constitutional Educational League. Under its auspices Kamp published "Join the C.I.O. and Help Build a Soviet America" and won the undying praise of "World Service". Kamp claimed to have distributed over two million copies of this viciously misleading pamphlet.

In January, after Pearl Harbor, the League circulated a book by Kamp, titled, "Why Win the War . . . and Lose What We're Fighting For?" the theme of which was why avenge Pearl Harbor when enemies within the Government would destroy the Constitution, etc.

The three booklets displayed are written to discredit the Administration and its efforts to win the war on the home front. "You'll Live on \$129, etc." is an attack on the Salary Limitation Bill. "Famine" raises the terrifying spectre of hunger and riots as the result of bureaucratic mismanagement and scheming. "Native Nazi" violently attacks the Department of Justice and praises the "seditionists". How many hundreds of thousands of these poisonous books are being distributed no one knows. Kamp, himself, still remains a free agent. The Department of Justice has taken no action as yet.

11. The Defender: It is published by Gerald B. Winrod, a Fundamentalist minister in Wichita, Kansas, who first

entered politics when the theory of evolution stirred up a public fuss. Winrod denounced the believers in evolution as the "anti-Christ", the root of the world's ills. When the issue of evolution cooled, and the Ku Klux Klan was gaining ground in Kansas, Winrod discovered that he had been mistaken, that the Catholics, too, were the anti-Christ. When Hitler came to power, Winrod discovered that he had been overlooking the Jews; so his magazine, "The Defender" became anti-Semitic and pro-Nazi. Its circulation soared.

Winrod hasn't lost his distaste for the evolutionists and the Catholics. He still takes occasional cracks at them, but his current number 1 anti-Christ is the Jew, who Winrod explains, is controlling everything in this country.

Winrod is no crack-pot to be dismissed lightly. He has Congressional connections such as Senator Robert Rice Reynolds. He is backed by influential rabble-rousers like Gerald L. K. Smith, whose editorials in "The Cross and the Flag" are reprinted regularly in "The Defender".

But the Kansas minister, who is himself under Federal indictment for sedition, hasn't lost contact with the "crack-pot" fringe of the Fascist movement. Recently his "Defender" printed a song by Col. Eugene Sanctuary, one of the most notorious of the alleged seditionists.

12. Heard and Seen: In Chicago, there has sprung into being a full-blown "nationalist" movement, supported by assorted Coughlinites, German-American Bund members, Britain-haters, extreme isolationists, and anti-Semites. The "respectable" touch is added by the support of some of the former frank-misusing Congressmen—Nye, Wheeler, Hoffman, etc.

House organ of this movement is "Heard and Seen", edited by William H. Stuart. Stuart's publication plugs the "obstructionist" meetings—the Citizens U. S. A. Committee, the Republican Nationalist Revival Committee, the Round Table Luncheons. Stuart goes along with his friends in plugging the embittered publisher of the "nationalist" "Chicago Tribune", Col. Robert McCormick, for President of the United States. The theme song of Stuart's publication, like that of the Chicago movement, is: "Down with the Internationalists; we must have a Nationalist America."

13. Destiny: This is the organ of the Anglo-Saxon Federation and is edited by Howard B. Rand. "Destiny" magazine is an expensive, slick-paper job. (Sad to say, it's printed by one of the most respected printers in the U. S. A.) Its thesis, which is alleged to be based on Biblical prophecy, is that the Jews are not Israelites; that the Anglo-Saxons are the true Israel-

ites and God's Chosen People; that Christ was not a Jew but an Israelite, that all Christ's disciples—except Judas, who was a Jew—were Israelites. "Destiny" argues that the Israelites moved out of Greece, and Greece fell; moved out of Rome, and Rome fell; and then migrated to Britain and the United States. The magazine's latest revelation is that the Communists were the cause of the recent race riots; that Communists have been trying to raise the Negro to the White strata of society, while God has ordained that the black men shall look to the White in all matters of responsibility, economics, government, etc., etc. (So "Destiny" argues.)

Despite the fact that "Destiny" claims the British to be Anglo-Saxon too, Rand's organization and publication have been bitterly anti-British and isolationist for years.

Until recently William J. Cameron of Henry Ford's Sunday Evening Hour and one of the authors of Henry Ford's series of articles on the "International Jew," was associated openly and actively with "Destiny" and the Anglo-Saxon Federation.

* * *

There . . . you have summarized reports on most of the current **Voices of Disruption**. There are other small fry. There are also some seemingly legitimate newspapers and magazines which reprint and rephrase the poisonous material. From there on, the disruptive thoughts are passed along by word-of-mouth. Much of the whispering and gossiping reaches the men in the armed services.

What Can You Do About All This?

First, you can talk or write to your representatives in Congress . . . both Senators and members of the House. Ask them what they are going to do about it. The whole intricate conspiracy of confusion and destruction by mail is getting so "out-of-hand" that Congress should demand an investigation and a re-interpretation of what freedom of speech really means. Does freedom of speech infer license to block and disrupt the war effort?

Second, you have a right to ask the Department of Justice to move more swiftly toward the trial of the 33 seditionists (the publishers and distributors of these poison sheets).

Third, you should be on the watch constantly to discover in your own

mail any evidence of subversive activity. Send your evidence with a complaining letter to the Attorney General of the United States.

Fourth, you should without fail obtain and read a copy of the brand new best seller, "Under Cover," by John Carlson, published by E. P. Dutton & Co., 300 Fourth Avenue, New York City. Price, \$3.50. You may have difficulty in obtaining the book. But place your order, as the publisher is making frantic efforts to meet the demand. Six editions have already been exhausted. If your blood doesn't boil after reading "Under Cover" then there is something wrong with your blood stream.

We have known the author personally for some years (his name isn't John Carlson). In spite of our intimate acquaintance with his work we were thrilled and amazed at the risks this young fellow took to get the real facts about subversive campaigns in the United States. He makes the efforts of other fighters seem insignificant. "Under Cover" will give you the true facts about all the people who were and are involved in the mailing scheme to disrupt the minds of citizens of this country.

John Carlson points out that even though most of the actual Axis agents have been apprehended their poisonous propaganda is carried on actively under the slogan of "nationalism". Carlson writes, on page 498:

"Just as old notions of anti-Semitism have been altered to become a revolutionary Trojan Horse device, by the same token, the old notion of healthful nationalism has been warped by Nazi strategists to subvert Democracy and serve as prelude to revolutionary Fascism. David Baxter, the California Nazi (now under indictment for sedition) proved the point by declaring in his 'Tactics': 'In America the revolution will no doubt be staged by American fascistic forces—patriotic American nationalists.'

"Mussolini's Fascist system was first described as 'nationalists'. The French Fascist organization, Croix de Feu, which developed into a Vichy instrument, was called 'nationalist'. The Nazi party is the National-Socialist Party. The Japanese War Party is a 'nationalist' party and Franco's Falange was first known as a 'nationalist' party. All these countries had their 'Germany First,' 'France First,' 'Spain First' parties. Recall that the motto of Sir Oswald Mosley's Black-shirts was 'Britain First' and Stahrenberg's slogan (a notorious American Nazi described in 'Under Cover') was 'American First, Last and Always.'

"'American First' can be no different in its connotation and ultimate outcome despite the sincere intents of some of those who mouth it. 'America First' is a cry unwittingly used by Liberty's hangmen."

So you don't believe it!!! You don't believe that America is being attacked by the printed word. The evidence shown here should convince you, and we have not included all of the small crackpot sheets which follow the lead of their big brothers. We have not even included a recent and disgusting misuse of the franking privilege by none other than Senator Nye.

After reading this evidence you should be convinced that this country needs the intelligence, courage and ingenuity of the patriotic people in the advertising business. That's why we have harped so consistently on the need for constructive propaganda. Call it by any name you choose, this country needs the support of advertising in telling the people the real truth about the essential wartime projects. Truth-telling will help counteract the obstructive propaganda and the seditionists.

That's why this magazine has devoted so much space to an explanation of the war projects. That's why this magazine has been so concerned with the efforts made in Washington to disrupt the OWI and the Campaigns Sections of the essential wartime agencies.

If you want to know the real truth, the fight against the OWI originated in the back room meetings of the men and women who dominate and guide the destructive propaganda we have been talking about in these pages.

These disruptive voices (in print) want to divide and confuse us. They want to weaken us by making us intolerant—by making us hate each other. They want to keep us weak by preventing us from fighting back.

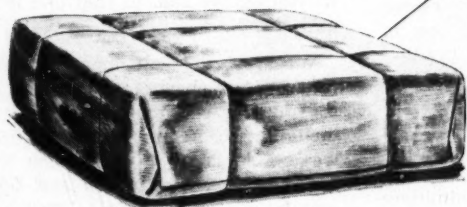
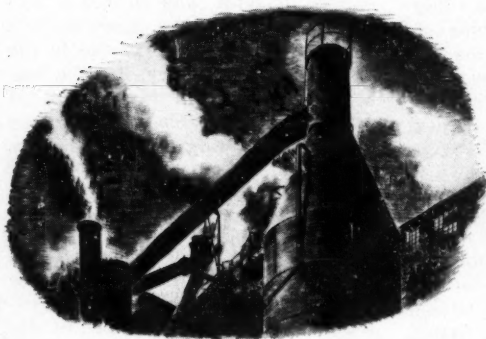
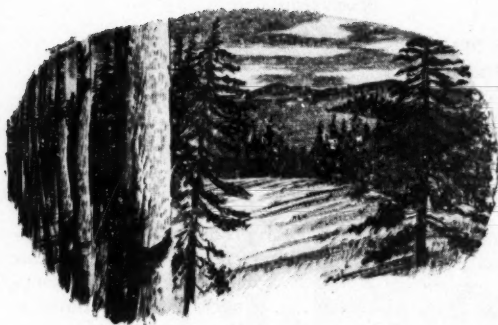
So you don't believe it!!! Wake up!!!

*If you want to help in getting this story
told to more people . . .*

feel free to reprint this article in any form you desire.
Or you can obtain reprints at cost from our printer.

THE REPORTER of Direct Mail Advertising
17 East 42nd Street, New York 17, N. Y.

Government allocates **CHAMPION** pulp



Pulp which for years has come from Champion forests to provide paper for America's finest printing, now goes into explosives and other materiel of war. Once accepted as commonplace, paper is recognized today as one of war's most essential needs. It packs food and medicine for our armed forces, carries their shells and ammunition, protects gun and plane replacement parts, provides information in army instruction manuals, and sells bonds to supply the things our men need. It is to assure uninterrupted flow of such necessities during this emergency, that Government today is allocating pulp so vital in their manufacture.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope and Tablet Writing . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

□ **THE PAPER SITUATION IN AUSTRALIA.** If you folks think you are having trouble with paper, you should read the clipping sent to us by our old friend, George Fitz-Patrick of Sydney, Australia. In fact, we think it is so interesting that we will reprint the whole darn thing.

BROWN PAPER WRITING PADS AND ENVELOPES

Because of the paper shortage envelopes are being made out of brown paper.

Mr. William Neville, leading wholesaler, said yesterday that manufacture of brown writing pads was now being considered.

Most stationers yesterday had no stocks of typing paper, airmail paper, and envelopes, or initialled stationery.

Some improvisations because of the shortage are:

- University professors are using the backs of students' examination papers in their own work.
- Clerks at Victoria Barracks are pasting file cuttings on newspaper instead of foolscap.
- Government departments are writing and typing letters on both sides of the paper, making margins narrower, using packing paper for carbon copies, writing memos on obsolete forms.

Sandwich Paper

Comments on the shortage were:—
Mr. T. A. Swain, of Swains, Ltd.:
"We have no stocks of stationery or school exercise books at all."

Manager of town order department of Penfold's, Ltd. (Mr. F. G. Wilkinson): "Some of our customers need airmail paper so urgently to write to men and women in the Forces, they write on tissue paper instead."

"People in offices who can't get typing paper are using paper in which sandwiches are wrapped."

Wholesalers say there is little hope of immediate relief.

Manager of Alex Cowan and Co., wholesale stationers (Mr. G. Bretnall).

"Most of our supplies go to the Forces."

Prices Commission officials will investigate complaints of black markets in stationery.

They have been informed that because of the shortage exorbitant prices were being charged at some shops.

A Sunday Telegraph reporter yesterday paid 2/ for a packet of 25 envelopes at a big city store.

Representative of a stationery shop next door said the usual price of the envelopes was not more than 10d.

Paper Controller A. J. Day said last night that importations under lend-lease agreement would partly relieve the shortage of writing pads and envelopes.

□ **THE ARMY AND HOUSE MAGAZINES.** On July 1, 1943, the Adjutant General of the Army Department, issued an order prohibiting, after August 1st, the publication, distribution or storage of an employee house magazine in any Ordnance Plant operated by the United States Army. The order even prevents employees from financing their own publication. The excuse given was . . . that this would save valuable time and material.

This reporter learned that in many instances the employees did not like this banning of their medium of friendly exchange of information (and morale building). In one case, employees offered to pay for the magazine out of their dance dues fund.

Upon investigation we learn that some Army people were of the opinion that some employee house magazines revealed information which might prove helpful to the enemy. It is a mixed up situation. We have received so many reports from so many quarters that we don't exactly know what to believe. We know that employee house magazines have been doing a wonderful job throughout the war in building morale, increasing production, improving safety, cutting down on absenteeism, selling war bonds and in promoting all the various projects which need promoting in wartime. It is too bad that the Army thinks they should eliminate house magazines from Ordnance Plants. If they want to save paper, why not simply cut down on the size and the number of pages? We have examined hundreds of employee house magazines. We have attended house magazine editor conferences. We will be darned if we know of any house magazine which has been printing material which might be of benefit to the enemy. Even if that were true, it would be easy to counteract any tendency toward that type of copy by having

each issue carefully reviewed by Army men before publication.

Our opinion is that employee house magazines are more essential in wartime than they are in peacetime, and any concerted effort to prevent their publication is hurting rather than helping morale and production.

SPECIAL AND MOST IMPORTANT

We are reproducing in this issue of *The Reporter* with the permission of the Graphic Arts Victory Committee . . . a special 8-page bulletin just sent to GAVC Members throughout the country.

This bulletin was designed primarily for printers, lithographers, lettershops and other people in the Graphic Arts Industry. But the material contained in this important bulletin, is applicable as well to the buyers of printing and to the users of the mail.

Readers of this magazine know that ever since the outbreak of the war, we have tried to caution you and advise you on the intelligent use of paper and printing. You will remember that at one time we devoted an entire issue to an attack on the hysterical rumors concerning the paper situation. Some of the things we said in that one issue still stand.

We must tell you now that there is a serious shortage of wood pulp for making paper. Our purpose in including the GAVC bulletin in this issue . . . is to give you the true facts about the situation and show you how you can help. The program advanced here has been officially cleared with the Paper and Pulp Division, the Printing and Publishing Division, the Conservation Division and the Office of Civilian Requirements of the War Production Board.

We urge all readers of *The Reporter* to study this bulletin carefully. Don't read it once and then file it away. Read it a number of times and then take action. You must help make paper stretch.

How Producers and Buyers of Printing can Cooperate to **MAKE PAPER**



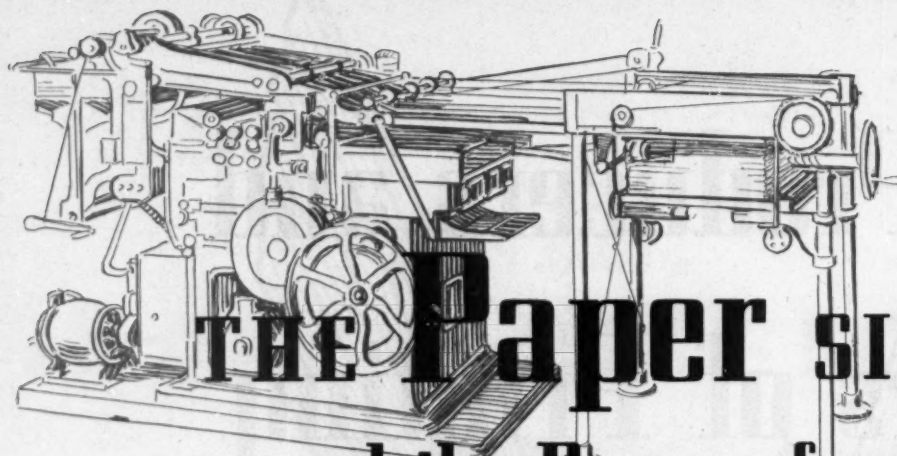
This report to the members of the Graphic Arts Victory Committee is published with the approval of the War Production Board. We ask you to read it carefully . . . and to pass the information along to the *buyers of printing*.

(Supplement to the "Guide to Essential Wartime Printing and Lithography")

GRAPHIC ARTS VICTORY COMMITTEE



17 East 42nd Street • New York 17, N. Y.



THE Paper SITUATION

...and the Reason for this Report

PAPER HAS GONE TO WAR. It now has many uses which did not exist in peace time.

Wood pulp, the raw stuff of paper, is used in producing hand grenades, in making plane windshields, explosives, gas tanks, stretchers, camouflage, insulation, packing material, ammunition boxes, parachute rayons, tire fabric, and many other types of materiel.

Wood fiber products are saving thousands of tons of synthetic rubber, steel, aluminum, and phenolic resins, by substituting for these critical materials.

As paper, millions of pounds are doing the office work of war . . . 2,000,000 pounds for the first draft registration alone, 4,000,000 pounds for War Bonds sold up to May 1st.

One battleship's plans alone require 30,000 pounds of blueprint paper!

THERE IS NO ACTUAL SHORTAGE of basic materials or facilities for making paper. We still have plenty of timber standing in the forest. There are still just as many paper mills which cannot be converted to other uses. But the supply of paper is affected by, (1) shortage of manpower in the timber areas. (2) Shortage of manpower and transportation for making pulp and delivering it. (3) Shortage of manpower in the paper mills.

THERE IS NO REASON to be hysterical about the paper situation. The object of this report is to show how the available supplies of paper can be s-t-r-e-t-c-h-e-d so that all essential needs can be filled.

The printed word is necessary (more so now than ever before) to tell the American people about the projects of wartime. The users of printed material can help the war effort by making every printed piece do a missionary job in telling the people about conservation, rationing, salvage, production drives, nutrition, recruiting, defense, morale, security, War Bond sales, etc. Printed messages and forms are also needed to maintain and promote necessary civilian enterprises.

There should be enough paper for all essential uses . . . IF everyone practices intelligent, voluntary conservation.

THE GOVERNMENT HAS ESTABLISHED QUOTAS on the amount of pulp the paper mills can use. (Steps are now being taken to promote an increased production of pulp.) The government has established quotas of paper which printers can use. The government has also established quotas for newspapers and the publishers of magazines and books.

It is difficult to regulate the amount of paper the individual business can use. Every effort should be

made to avoid the chaotic condition which would exist if every printing buyer needed to obtain a *priority order on every printing job.*

Therefore, the Graphic Arts Victory Committee

... after careful research ... recommends a program of voluntary conservation on the part of printers and buyers of printing. You can help to **MAKE PAPER S-T-R-E-T-C-H.**

HOW TO...



SUMMARIZED HERE are the most successful methods of making paper s-t-r-e-t-c-h. If these methods are adopted by the majority of printing buyers, there should be sufficient paper *for all essential printing.* Everyone should get his share.

The general rules for buyers of printing are ...

- (1) You should order only paper you *actually need* for the jobs ahead.

Don't have unreasonable surplus inventories. If you buy too much paper at any one time, there might not be enough to go around.

- (2) Order the quantities of printed pieces you *actually need* for a specific purpose.

That is, keep your mailing lists in good shape so that there is no dead wood which causes wasted printed pieces; know exactly how many people should receive the material you must print. Don't order too far in advance ... be-

cause of the possibilities of changes in your requirements.

- (3) Be sure that every printed form or message is essential either to the successful prosecution of the war or to the maintenance of necessary civilian economy.

Note: Printers are urged to show their customers the "Guide to Essential Wartime Printing and Lithography" issued by the Graphic Arts Victory Committee. Study the essential wartime projects. Find out which projects can logically be tied in with each line of business. Try to get an essential war message *in every printed form.*

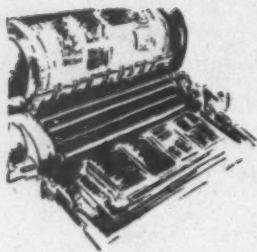
5 SIMPLE METHODS FOR MAKING PAPER S-T-R-E-T-C-H

There are five main classifications of ideas for making paper s-t-r-e-t-c-h.

1. By getting "the most" out of each sheet of paper.
2. By using the lightest, practical weights and more readily available papers.
3. By using smaller sizes or by changing formats.
4. By conservation in the producer's shop ... by reducing spoilage, waste and by improving the reclamation of scrap paper.
5. By eliminating waste in inventories and in distribution.

Specific ideas for each of these classifications are summarized on the following pages.





What Every Printing Buyer

The suggestions made in this report can be used by three different types of individuals. They can be interpreted by each type in their own way. The advertising and sales promotion manager, who must depend on appearance and appeal, has an entirely different problem than the office manager, who is dealing with functional material.

1



BY GETTING THE MOST OUT OF EVERY SHEET OF PAPER

- a. *Use sizes that cut without waste* out of standard sized sheets.

1. Availability of standard sizes and weights of papers (because they are most commonly manufactured) makes problems of planning and adjustment more flexible.
2. Consult printer in the preliminary planning stage for sake of economy and practicality—it may be too late if you put it off.



3. Many paper manufacturers, through their merchants and distributors, have charts and planning books which are at your disposal through the printer or direct, without charge. These are planned for economy in available printing press sizes, which results in a saving of printing costs as well as conservation of paper. These charts and layouts show you how to plan your piece to paper size and press size so that you have minimum cutting loss. Make use of this service.

- b. *Eliminate bleeds* whenever possible. Elimination of bleeds on your printing designs may seem like a slight saving of paper, but based on

the old adage "every little bit helps" this does save (nationally in bulk) a tremendous amount



of pulp. Reducing size of paper by eliminating bleeds often permits the use of greater flexibility in press equipment and service.

- c. *When more than one job* can be run on the same paper, consult your printer for making full use of standard size sheets for standard press equipment.

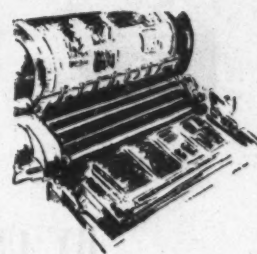


- d. *Plan your quantities* of printed material to fit standard package units of paper. For example, one ream of bond, 17 x 22, will give you 2000 letterheads. Buying and using standard package units saves spoilage and handling.
- e. *Use standard size envelopes* readily available. Avoid special or hand-made sizes which cause waste or extra labor.

Printer and Producer Should Do:

The printer and processor must interpret these suggestions for the type of customer with whom he is working.

In order to save space and time, we make our suggestions as brief as possible. We realize that there are many additional ideas for making paper s-t-r-e-t-c-h. Each company should endeavor to develop ideas which will conform with his own particular needs.



2

BY USING LIGHTEST, PRACTICAL WEIGHTS AND MORE READILY AVAILABLE PAPERS

- a. Consult printer about latest limitations and regulations that might affect the selection of paper for your printing jobs. Sizes and weights are being standardized as rapidly as possible.
- b. Reduce *wherever possible* the weight of paper on your regular printed material. When planning new material, consider the minimum practical weight for its service requirements. This will s-t-r-e-t-c-h present and anticipated supplies of pulp.



1. Through emergency, ingenuity and necessity, many of the cut and dried established uses of paper—deemed almost sacred through long usage—have been violated with no harm to anyone; for instance, one nationally known advertiser had been using a 100 lb. coated for his house organ for years. It was an obsession with him. He uses 80 lb. now and is convinced that no one ever noticed the difference, and before long, he may be using a lighter weight, or may issue his house organ in self covered form.

2. Although designed for a different process, a producer, through necessity of conservation, successfully produced a job on 30 lb. Bible



stock instead of 70 lb. paper. It was a radical departure, but everyone was satisfied.

- c. Use rag content sheets wherever possible to save wood pulp.
- d. Encourage use of 16 lb. bond for letterheads and other jobs normally printed on 20 lb. or heavier paper.
- e. Bristols might effectively be used in place of cover papers when not available.



- f. Alert designing and typographic arrangement can often eliminate criticism of lighter weight papers.



BY USING SMALLER SIZES OR BY CHANGING FORM

- a. Reduction in *size* of printed pieces will often effect material savings without impairing effectiveness.
- b. *French folds* (printed on one side of sheet with other side completely blank) are wasteful and should be eliminated during wartime.
- c. Unnecessary *brochure types* of printed pieces, whose largeness or ornateness is employed merely for emphasis and effect, should be discouraged. Not only does the employment of oversized folders and presentations waste the



paper they are printed on, but stiffeners, envelopes and mailing devices are also required for their distribution. Flagrant use of "bigness" for effect is using up paper that can be put to *more essential uses*.

- d. *Avoid frills* — unnecessary blank pages, fly leaves, special paper linings, slip sheets, backing boards, special covers, jackets, etc.
- e. *Change in method and size of illustration* will often permit (1) smaller sized printed pieces— and (2) a change in process of reproduction which can run on lighter weights of paper.
- f. *Smaller page sizes* of many house organs, catalogs, books, folders, even letterheads, envelopes, etc., are desired. Redesigning, for instance, is

transforming many larger size books and booklets to pocket size. Half or two-third size letterheads can be just as effective as the customary 8½ x 11 in wartime.



- g. *Self-mailers* are eliminating the need for envelopes in many instances.
- h. *Reasonable changes in size and style of type* will often conserve considerable space and save considerable pages in a book.
- i. *Narrower margins* permit smaller sizes.
- j. *Self covers* save paper and labor.
- k. *Reprints* of ads and other copy can often be considerably reduced in size. As a matter of fact, miniatures of ads have in many cases proved very effective.
- l. To save paper in envelopes, you might consider using a 2" x 2" *business reply* (permit) label in place of the customary return form envelope. Post Office or G.A.V.C. can supply details.



**4**

BY CONSERVATION IN PRODUCER'S SHOP—REDUCING SPOILAGE, WASTE, AND BY IMPROVING RECLAMATION OF SCRAP PAPER

All processors of paper should seriously study the salvage and reclamation of paper. Various trade associations, to which printers, lithographers, lettershops, binders, etc., belong, have literature on this subject.

- a. Printers should be taking advantage of the accumulation of paper inventories within their own plants. Alert printers are finding that many cut-offs and forgotten paper supplies frequently make additional paper purchases unnecessary, not to mention the "lift" on the profit side of the cost sheet.
- b. Proper handling and storing of paper can prevent spoilage.
 1. Reams should be handled without breaking wrappers.
 2. Cases and skids should not be opened until press time.
 3. Cases should not be allowed to stand on end.
 4. Paper should not be stored in hot places.
5. Special carton-containers should be used for storing broken ream lots of paper, preventing soilage and spoilage.
6. When ordering pre-conditioned paper, careful specifications should be given manufacturer.
- c. Producers in some cases, can use waste paper to get the lay of ink or color.
- d. Use samples sparingly.
- e. Hold to the paper allowed for spoilage on press and in the binding operations, to the absolute minimum.
- f. Waste paper should be graded in accordance with best interests of reconversion. (Check with your Association on reclamation.) Printers should make a special effort to educate men in the shop on the importance of eliminating waste in the press room and bindery. Carelessness causes waste. Reship in cases, cartons and material on hand as much as possible. Avoid unnecessary banding and packaging not essential to the protection of the printed material.

**5**

BY ELIMINATING WASTE IN INVENTORIES AND DISTRIBUTION

- a. Booklets, folders, broadsides, etc., distributed through dealers and agents should be controlled more effectively. Manufacturers providing such material would do well to check for absolute minimum of such printed material and allotment of free material to dealers.
- b. Mailing lists should be revised frequently. Eliminate waste. Changes are frequent.

Every firm should make a thorough inventory check-up. Put to good use all material which is lying idle — or salvage it. There are many ways of making use of obsolete promotional material, stationery and forms. For example, obsolete letterheads can be trimmed for shortened letterheads, billheads, note heads or any small printed form.

We Practice what we Preach...

THE GRAPHIC ARTS VICTORY COMMITTEE has produced this booklet entirely in accord with the purposes outlined in it.

The paper is 60 lb. English Finish—economical and entirely suitable. The trimmed size is $8\frac{1}{2} \times 11$; as there are no bleed pages, we have thus eliminated extra plate cost; and in addition, it cuts without waste out of the standard 35×45 sheet; had we used bleed subjects, it would have necessitated the use of the next larger size sheet, namely, 38×50 . The art work has been executed entirely in pen and ink, hence line engravings were used instead of halftones, thus effecting another sizable saving.

By dint of careful planning in copy preparation we present this treatise in an 8-page self-cover format, although the vast importance of the subject may well deserve double or treble the number of pages.

Here's what we Saved

On an initial run of 20,000 copies, we estimate that by the use of the less expensive elements described above, we have effected a saving of approximately \$350.00, and also saved 1,664 lbs. of paper.

Cooperation between Producer and User of Printing and Lithography will

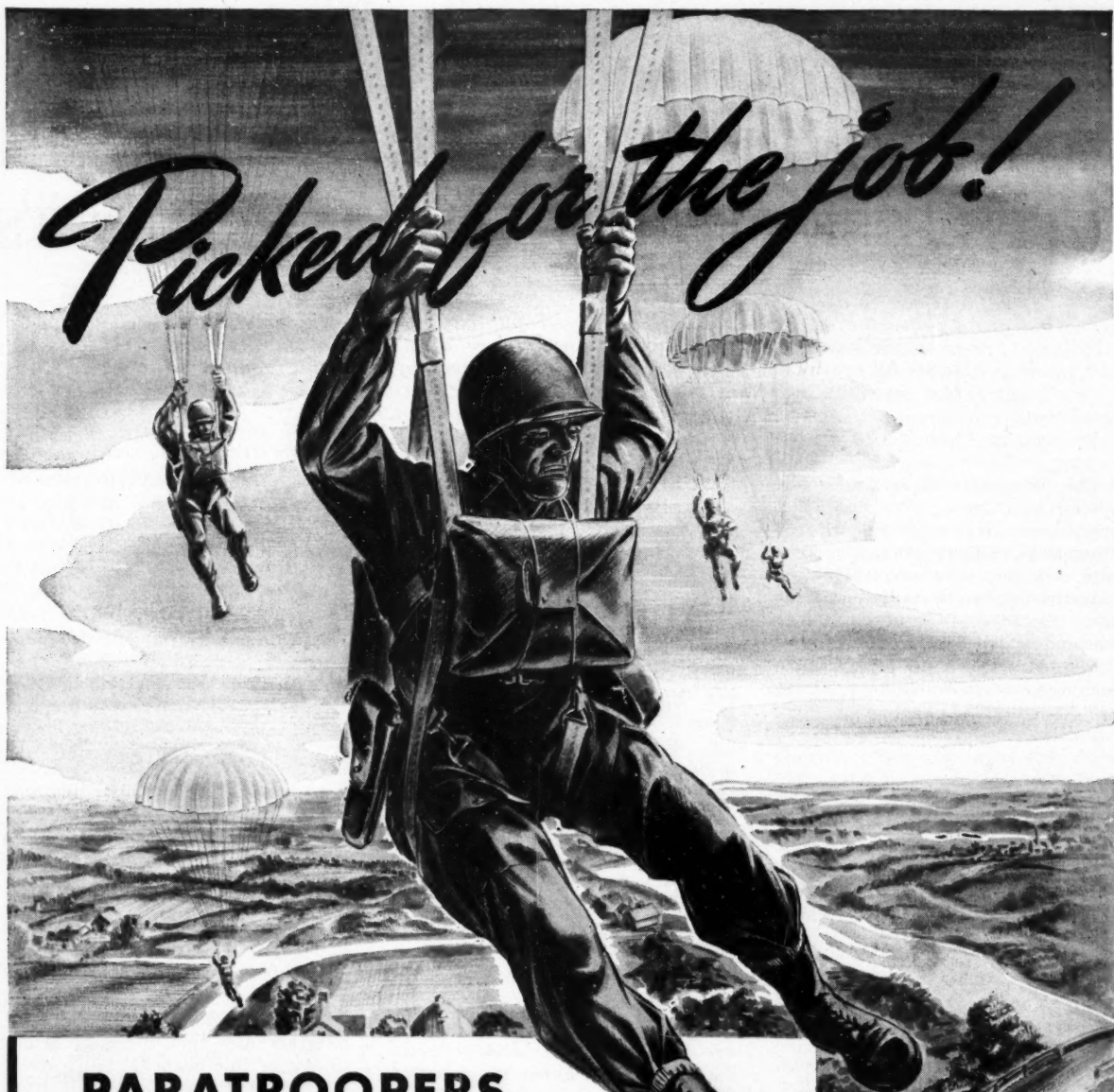


For further information consult

GRAPHIC ARTS VICTORY COMMITTEE

17 EAST 42ND STREET, NEW YORK 17, N. Y.

or any of the local affiliated Committees



Picked for the job!

PARATROOPERS

Take It with Flying Colors

Not every fine soldier is by nature fitted to be a Paratrooper. Such key performers must be painstakingly picked for special aptitudes: coordination, presence of mind, swiftness of action, cool courage, and physical toughness.

Paratroopers must have special uniforms... much of their equipment is specially adapted to the enormous demands of their daring assignments. Obviously these super men who drop from the sky have to be hand picked.

So too, *Adirondack Bond* is "picked for the job" because it's a water-marked 100% sulphite bond paper that can take it to perfection — printed, typed, or written.

INTERNATIONAL PAPER COMPANY

220 East 42nd Street • New York, N. Y.

PAPERS FOR PRINTING AND CONVERTING



*Do your job, too.
Buy More War Bonds.*

NEW DEPARTMENT

HOW ADVERTISERS ARE TYING-IN WITH ESSENTIAL WARTIME PROJECTS

From now on THE REPORTER will publish each month, brief items commenting on the most noteworthy pieces of printed promotion sent to us by readers . . . and which are tied in directly with one or more of the essential wartime projects described in the Guide Book issued by the Graphic Arts Victory Committee.

The Convention by Mail idea has spread to Canada. We have just heard from Walter Dandie of the Thomas A. Edison Company, Toronto. He sent two pre-Convention bulletins to representatives in Canada. He is first gathering information on what type of material is needed. When all replies have been received, a complete program will be outlined. That seems like a good idea.

* * *

Hypothetical prize for best book of the month goes to the General Luminescent Corporation, 638 South Federal Street, Chicago, Illinois, for its 28 page and stiff cover book, measuring 9" x 12", sent in a limited edition of 500 to key men in the armed services and governmental bureaus who might have occasion to use fluorescent materials during wartime.

This is really something unusual. Part of the cover, which is titled "Under Cover of Darkness," is treated with luminescent material, which is visible in the dark as well as the light. In several places throughout the descriptive and well illustrated book, luminescent pieces are tipped on, such as samples of luminescent printing and printed compasses or dials treated with luminescent material. It is a beautifully executed job throughout. On account of the limited edition, you should not write for a copy of this book, but if you write to L. H. Lewis of Cruttenden & Eger, 64 East Lake Street, Chicago 1, Illinois, who planned this particular piece, he might be able to send you one of

their attractive circulars which describes parts of the complete book.

* * *

Ranking at the very top of good current suggestions for war tie-ups in advertising . . . is the material contained in "Westvaco," publication of the West Virginia Pulp and Paper Company. Each issue contains suggestions on how users of printing can tie-in with the important problems of wartime. Besides all that . . . "Westvaco" remains artistically and typographically one of the best printing jobs in the United States. If you are not on the mailing list, you should drop a note to Jack Elston of the West Virginia Pulp and Paper Company, 230 Park Avenue, New York City.

* * *

War production drive headquarters has started a weekly house magazine for all Labor Management Committees, and it is a good job. Tabloid style. Is intended to furnish Labor Management Committees with information on what the other Committees are doing around the country to help production, cut down absenteeism, improve safety, etc. First two issues, dated July 26 and August 2, carry stories about the poster exhibit on which the GAVC is cooperating with WPB.

If any readers of *The Reporter* are interested in production drives we suggest that you get on the list for "Labor Management News" by writing to Herman Wolf, War Production Drive Headquarters, 3013 Municipal Building, Washington, D. C.

Speaking of efforts to improve the health of wartime citizens . . . that's an interesting booklet issued by Alvin J. Williams, 45 Academy Avenue, Pittsburgh 16, Pennsylvania. 4" x 8 1/4", 36 pages and cover, titled "Teach Yourself to Box." Most of the material originally appeared in articles written by Alvin Williams for the "Pittsburgh Sun-Telegraph." If you want to box and get strong, write for a copy.

* * *

Edward Stern & Company, Inc., 6th and Cherry Streets, Philadelphia 6, Pennsylvania, is doing a wonderful wartime job with their house magazine called "The Depictor." Each issue is devoted to publicizing one particular project where printing can help. Pictorially and typographically, it's a perfect example of the ingenuity of the Graphic Arts profession. The new conservation program may cause a change in the format of this beautiful publication. Let's hope it will come back after the war. But let's hope, too, that the efforts will be carried along during wartime, no matter what the format may have to be.

* * *

Barron-Anderson Company, 745 Atlantic Avenue, Boston, Massachusetts, have a worth-while campaign in progress. Clarence A. Lipman tells us how, through dealer-help advertising, they are cooperating with the government program on conservation by instructing the public in some of the things which may be done to prolong the life of clothes. This has been accomplished by recommended window display units,

newspaper advertising mats and Direct Mail material. Dealers are furnished with photographs of recommended windows and interest in this project is further stimulated by a contest for the best windows. Prize winning entries were supplied to all dealers in the Direct Mail pieces. Other Direct Mail pieces for use by the dealers in mailing to customers included lists of suggestions for the care of clothes.

* * *

An Alumni Reunion by mail. Glen O. Stewart, Secretary of the American Alumni Council and also Secretary of Michigan State College Alumni, sends us a report about a mailing to 2,200 alumni. The mailing was used to keep old grads from returning to class reunions. It was a four-page folder outlining the advantages of cooperating with the Office of Defense Transportation in cancelling the class reunions. 1. To ease wartime travel jam. 2. To buy war bonds and stamps. 3. To prepare for post-war problems (by sending more war bonds and stamps to the Library Fund). 4. To enjoy the reunion anyhow (through the columns of the July issue of the Alumni Magazine, the "Record").

Glen reports that the idea has gotten "a very fine response." More than \$1,000 in stamps, bonds or checks had been received by July 1st, and every day's mail is bringing in additional responses.

* * *

You house magazine editors are going through some trying times . . . what with getting battered around from pillar to post. So we hope you'll all be interested in the new booklet (available to all of you) issued by the Champion Paper and Fibre Company of Hamilton, Ohio. Its title is "Tips for Your War-time House Magazine." It furnishes you with many answers to as many questions.

* * *

Strathmore Paper Company, West Springfield, Massachusetts, continues its series of fine bulletins to paper merchants on essential war-time printing. Better get your Strathmore merchant to show you samples. Strathmore also has recently issued two valuable portfolios containing actual specimens

of wartime advertising. One portfolio is entitled "Printing to Stimulate Employee Relations." Another is headlined "Printing to Aid the War Effort." You can get copies by asking any Strathmore merchant.

* * *

The June-July issue of "The Hoover Sphere," excellent house magazine of the Hoover Ball and Bearing Company, Ann Arbor, Michigan, edited by Wilfred A. Peterson of Grand Rapids, Michigan. It carries out a new and patriotic idea. Most of the national magazines were carrying pictures of the national flag in the July issue. "The Hoover Sphere" goes them all one better. Inserted in die-cut slots in the front cover was an actual miniature American flag. Underneath the flag itself was printed this message: "Your Country's Flag Is in Your Hands . . . War Bonds Will Keep It Flying."

* * *

That's an interesting series of folders being produced and mailed by the Graham Paper Company, 1014 Spruce Street, St. Louis, Missouri. Perhaps Don O. Pyke could supply you with some sample copies. To help along with the good neighbor policy, the Graham series is entitled "Know Your America." Each issue devotes itself exclusively to one South American country . . . with pictures, maps and good copy. So far we've seen folders on Peru, Bolivia, Venezuela, Colombia and Brazil. By the time Don gets around to Argentine . . . maybe things will be different.

* * *

It's good to see the Tension Envelope Corporation, 345 Hudson Street, New York, and the Berkowitz Envelope Company, 19th and Campbell Streets, Kansas City, Missouri, plugging Conventions-by-Mail in their excellent house publication "Envelope Economies." A recent issue devoted a double spread to the idea . . . with a summarized version of the manual issued by the Graphic Arts Victory Committee. Good stuff!

* * *

Leon J. Bamberger, Sales Promotion Manager of RKO Radio Pictures, Inc. (the showmanship genius), Rockefeller Center, New

York, sends us a copy of RKO's little magazine called "The Salute."

Leon tells us that this monthly was the first one to be issued exclusively for men in the service by any business concern in America. It was the idea of and is edited and published by Mr. Jack Level of the RKO organization. The first issue was published in July of 1942.

And it is swell.

Extra Note: We suppose all of you have noticed in the Postal Bulletin that the War Department has requested the Post Office Department not to accept any more third class mail addressed to men overseas. The Post Office Department tells *this reporter* that they must abide by this request . . . since the War Department is responsible for distributing this type of mail overseas. The only way you can now get your house magazine to former employees who are now in overseas service . . . is to send it by first class mail. We suggest that you print your servicemen edition of your house magazine on very thin paper and a minimum number of pages . . . and send it by first class mail. It's better to keep the boys in touch . . . rather than to discontinue your messages entirely.

* * *

There's a logical wartime tie-up in the circulars being issued by the Western Casualty and Surety Company, Fort Scott, Kansas. Of course, it's easy for this type of concern. They are selling accident insurance. But on the first page of their circular, this advertiser urges the reader "share your automobile." That is cooperation with the conservation of transportation campaign. The copy on page 2, in describing the advantages of accident insurance, puts in a plug for bond buying. It also puts over the message that in carrying extra passengers you should be protected by adequate insurance.

* * *

The Penn Mutual Life Insurance Company, Independence Square, Philadelphia, Pennsylvania, is cooperating with the government by holding its annual convention by mail (under a different name). You'll be interested in what Carroll Frey of that organization tells us about it.

The Penn Mutual has been having a convention by mail under the name of Seminar on Paper. We have just published the second session and I am sending you the two to show you what the result was. The promotion piece in which this letter is enclosed shows our way of asking for material for the Seminar. In place of the letter you are now reading was a letter to a selected underwriter asking him if he would be good enough to answer three questions. The three questions then followed. The letter went out about three months ahead of the printed Seminar.

We had very good results indeed from our invitation to "attend the Seminar" and we think that is evident from the printed Seminar itself.

You will note that we went off in a totally different direction from what your publication suggested. The Graphic Arts idea was very definitely a dramatized convention by mail. Ours switched into an idea wrapped around what one of our conventions usually is fundamentally—and that is a group of questions and answers. I think the rest of it explains itself.

Our Seminar was worked out in our Home Office. Two girls in our art department did the art work. The printing, of course, was done by our regular professional printing house. Our art department and our multilith department did the promotion enclosure for this letter.

I should be very keenly interested to hear from you with any comments you may have as to what you think of the job we did. The circulation is about 3,000.

Reporter's Note: It's a fine job throughout. Each issue of the Seminar is printed in 8½" x 11" form, 36 pages. Typographically perfect. Here's a good example of how paper, intelligently used, is saving the much over-worked transportation system. Some day the Graphic Arts Victory Committee or the Direct Mail Advertising Association should arrange to have a display of Conventions-by-Mail. That would be something!

* * *

☐ **THE PAUSE THAT REFRESHES.** Here's a paragraph contained in a recent letter from Dave Belbeck of The W. W. Cooper Company, Limited, Swift Current, Sask., Canada:

I want to say, in reply to an item in last issue, that, in my small opinion, you're doing a better job with *The Reporter* than ever you were. Those off-the-trail subjects are quite refreshing and quite in keeping with the times. Give us more of them!

Reporter's Note: Brother, you have plenty of "off-the-trail" material in this issue. Thanks!

SPEAKING OF HUMOR . . . wish we had the space to reproduce the entire campaign of the Downcraft Comfort Company, Memphis, Tennessee. It is a relief to read their copy . . . in these serious days.

Polly Cohen of Merrill Kremer, Inc., 1711 Exchange Building, Memphis 3, Tennessee, tells us a little bit about the campaign:

Swamped with government orders and able to take care of only an occasional stray customer, Downcraft is keeping in touch with more than 1,800 past and prospective customers—using no medium except the mails.

The campaign started last September and, following no set schedule, we've sent out a new piece every six weeks or so. Evidently this type of thing makes a hit with hard-bitten dry goods buyers. Downey has received so much mail addressed to his personal attention that he now has his own file and his own signature stamp for replying to his fan mail. Both we and Downcraft think this is a pretty good way to maintain customer goodwill, and perhaps some of the readers of *The Reporter* might like to know about it.

Incidentally, I'd like you to know that of the raft of trade publications that find their way in here, I, for one, cast all out ballots for *The Reporter*. It's the only one I ever sit me down and read straight through—and, what's more, thoroughly enjoy. You're doing a grand job!

Downcraft manufactures cotton, wool and down comfortables. The advertising agency invented a cartoon character known as "Downey Duck" as the new traveling representative. One of the first pieces was a cut-out folder of the new character, with this copy:

"Hello Folks! I'm coming to see you often—so I'd better tell you something about myself. You've heard of Super Salesmen—well, that's exactly what I *ain't*! My father is a priority, and my mama is an army contract, and I can't give you any reason why I look like I do 'cept I'm supposed to keep you happy 'til you can buy those swell Downcraft comforts again. Meantime—you'll be seein' me.

Downey Duck."

Another mailing piece . . . an oversized mailing card, with Downey Duck quacking the following message:

"When you can't get goods, Remember: What you *can't* get, Hitler, Hirohito, Mussolini will get in the neck!

Downey Duck."

Another mailing consisted of a wise-cracking card sent with a note to dealers. Note instructs dealers to hang card in place of business. It reads:

"Customers will be interviewed between 9:00 and 10:00 A. M. on Thursdays Only."

Some of the pieces are plainly morale builders and tie-in with government projects. A clever accordion folder warns:

"Beware. Don't let yourself be haunted by a Ghost of Chance." On each section of the accordion folder is Downey Duck being chased by a ghost, and the various sections read as follows:

"(1) The chance you had to Buy War Bonds. (2) The chance you had to Donate Scrap Metal and Rubber. (3) The chance you had to participate in Civilian Defense. (4) The chance you had to Be a Morale Keeper-Upper."

One of the best pieces shows Downey Duck reclining under a tree singing:

"Don't sit under the Comfort Tree with Anyone Else But Me."

There's a place for humor in this wartime Direct Mail and we are glad to see one company plugging it to the limit.

DID YOU HEAR IT! We hope that most of the readers of *The Reporter* heard the special nationwide broadcast at 1:15 Eastern Wartime on July 14th. Meetings were scheduled all over the country to listen in on the program . . . so we suppose most of you heard Donald Nelson, Judge Vinson, Elmer Davis, Chester LaRoche and others. The meetings and the broadcast were arranged by the War Advertising Council with the cooperation of many affiliated groups such as the Advertising Federation and the Graphic Arts Victory Committee.

The program certainly proved that the government is interested in advertising and that all types of advertisers, large and small, and in all media, can help the war effort by tying in with the necessary victory projects . . . so often discussed in this magazine.

□ **A RECORD PERCENTAGE.** How would some of you Circulation Managers feel if you woke up some morning and discovered that you had obtained a 59% return on a subscription appeal? You would think you were dreaming. But that is exactly what happened to Leonard G. Holland of L. & C. Mayers Co., Inc., 545 Fifth Avenue, New York 17, N. Y., who lives at 329-46th Street, Far Rockaway, New York. We'll admit that it is a freak case but we may as well give you the dope:

The folks out in Rosedale, Long Island, wanted to keep the boys in the service in touch with home town doings, so they issued "The Rosedale Home-Service Bugle."

Here is the letter which was mailed to a list of 422 citizens in the neighborhood. It produced 250 subscriptions. Get that! 250 answers from a total mailing of 422—

Dear Neighbor:

Your son will soon receive a copy of the enclosed newspaper.

He has already received three previous issues. We have been sending copies once a month to your boy and 609 others in Rosedale who are in the armed forces.

"We" means just a group of girls in Rosedale who decided that it would be a good idea to keep in touch with the boys from this community. We felt that they would like to hear what's going on in Rosedale and that news from home would give them a "lift".

Of course, the copies we have been mailing your son—and plan to continue to mail him—each month are mailed free. We managed to raise a little money to cover expenses but now we need help.

All we are asking you to do is to subscribe to our paper yourself. For only \$1 you will receive at your home a copy once every month for a full year.

If you feel that our little paper is going to help the spirit of your own

and other Rosedale boys—if you'd like to read the same news that we send him each month—won't you kindly cooperate by filling your name and address in the space below? Then mail this letter back to us in the enclosed envelope together with your check or dollar bill.

As we know we are not reaching everyone we should, we would certainly appreciate it if you would appoint yourself a committee of one to "build us up" and to send us any change of address or news of your son.

Thank you,

The Staff of The Bugle.

Name

Address

Reporter's Note: All of which goes to prove again that Direct Mail with a real message to a specialized audience is sure-fire. This letter was bound to "click" because its readers were all definite prospects for the "merchandise" offered.



MERCURY PRODUCTS

WHAT A DIFFERENCE

THEY'RE MODERN!

MERCURY - LITH ROLLERS
For Multilith Machines

On the home front, as on the battlefield, modern science gets results. The up-to-date construction of these finer rollers will add sparkle and zip to your jobs.

MERCURY - LITH BLANKETS
For Multilith Machines

These advanced blankets outperform ordinary blankets easily as tank corps outmatch camel-troops. Switch to Mercury-Lith for cleaner, crisper reproduction. Cost no more.

MERCURY - GRAPH ROLLERS
For Multigraphing Machines

See how a really modern, custom-built roller will improve the appearance of every sheet! Mercury-Graph rollers last longer, yet are priced no higher.



D. M. Rapport
President

RAPID ROLLER CO.

Federal at 26th
Chicago, Illinois

□ **SPEAKING OF POSTERS.** We have had some good reports from *Reporter* readers. John Marshall, advertising manager of the Wolverine Tube Division of the Calumet and Hecla Consolidated Copper Company, Detroit, Michigan, sends us pictures of some interesting plant posters, which reproduce excerpts from letters written to them from former employees now in the service. Photographs of the writers are placed at the bottom of these blown up excerpts. A fine idea, and the fact that the letters are quoted verbatim makes the message more alive and takes them out of the class of the average ordinary releases.



And speaking of posters, how is our illustration here for a lulu? (George Kinter, please note.) War Production Drive Headquarters in Washington have received thousands of posters from hundreds of plants. One of the most interesting series was an assortment of multicolor crayon sketches drawn in large size on brown wrapping paper. Investigation showed that they were designed and created by the company's watchman at the Erie Forge and Steel Company, Erie, Pennsylvania. In his spare time, Watchman Abela plays around with humorous posters and he usually manages to have a new one on display each week. Reports from company executives indicate that these humorous posters have improved morale and increased production. Wish we had room to illustrate all of the Abela series. But they would really have to be in full color to be appreciated. Maybe there is an idea there for advertising managers in peace time. Perhaps you can find employees working in the plant who can find much better ideas for putting a story across than the professional advertising men can dig up.

□ **FOR THE RECORDS.** Floyd Hockenull, "Circulation Management Magazine", 431 South Dearborn Street, Chicago, Illinois, asked us if we could supply him with the original version of the so-called "bedbugs letter." We couldn't find the darn thing so appealed to a few of the oldtimers for help. Pete Becker of "The Standard Press", Washington, D. C., came through with this version "as I remember it":

On an overnight journey by train, Jones was bothered by bedbugs. When he got back to his office he wrote a scorching letter to the railroad, telling of his experience and burning them up.

In reply, Jones received a perfect example of a conciliatory letter, so aptly phrased and so apologetic that he felt like a heel because of his own outburst.

As he finished the railroad's letter he was turning over in his mind the phrasing of an acknowledgment, complimenting them on their reply and apologizing for his own strong language—when he happened to notice that the railroad's stenographer had inadvertently attached Jones' original letter to the railroad's letter. He glanced at it, and found pencilled in the upper right corner of his letter this notation:

"Joe—Send this s.o.b. the bedbug letter."

Reporter's Note: Now that we have this in print . . . let's not bring the subject up again.

GET CASH WITH ORDER with

CHECKVELOPES

**ORDER BLANK
BANK CHECK
REPLY ENVELOPE
All In One**

TRIPLE DUTY

Three forms in one! Make it easy to buy . . . easy to pay.
Ask for samples.

TENSION ENVELOPE CORPORATION
345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

□ **ANOTHER PAUSE THAT REFRESHES.** We just received a letter from our old friend Charlie Wiggins of Wiggins Systems, Limited, 44 Princess Street, Winnipeg, Man., Canada. He gives us the name and address of one of the boys from the Wiggins organization who is now in the Canadian Army Overseas. Charlie gives us this paragraph from a recent letter he received.

"This is not a habit with me, but now I would like to ask a favor of you. Here it is: 'I would like to receive regularly a copy of the monthly so eagerly read while with you—'The Reporter of Direct Mail Advertising.' We are not permitted to send money out of England and, too, we may not receive copies of American or Canadian magazines unless they are mailed direct from publisher. What I am requesting is that you enter a subscription for me and forward the bill to my father who is looking after that end of things while I'm away."

□ **PUT ENVELOPES TO WORK.**

Sigmund Sameth, special writer for "Coronet" and "Esquire" and other magazines, sometimes visits *this reporter* for dope on this and that. Even though he does a lot of dirt farming around Kutztown, Pennsylvania (in between writing) he finds time once in a while to send *this reporter* ideas he has collected in the mail. His latest batch of material stresses the importance of using envelopes for additional advertising space. The envelopes that appealed to him, for instance, were the picture specimens from The Majestic Hotel of Hot Springs, Arkansas; the message carrying envelope of Hoffman's Quality Seeds, Landisville, Lancaster County, Pennsylvania; the art craft envelope of the L. L. Bean Manufacturing Company of Freeport, Maine; the picture-backed envelope of D. B. Smith & Company, Utica, New York (manufacturers of fire pumps). The specimen which brought particular praise from Sigmund Sameth was the standard envelope form used by the Commonwealth of Pennsylvania (Game Commission) which carried an advertisement on the back for "The Pennsylvania Game News." The Waynesboro Nurseries of Waynesboro, Virginia, used both the front and the back of the envelope for promoting their catalogue and their products. But here's an

idea which really got attention . . . a plain brown envelope from Rice, Howard Street, Melrose, Massachusetts, manufacturers of Squab Raising Equipment. Printed in the center of the envelope was a black rectangle and at the top of it these words: "Sent By Request Of." A label below that carried the name and address of the addressee. And here's what Sigmund wrote on this specimen:

I think this phrase "Sent by Request of" is sheer genius. This came on a rainy day. I was feeling rotten and was too busy to read mail anyway. I read the phrase "Sent by Request of" and I reasoned "Hell, I wrote for this booklet myself (on Squab Raising Equipment) and now they were good enough to send it. Might as well sit down and really read it"—which I did.

Reporter's Note: No fooling! You should try to make every piece of paper you use do the biggest job possible. So take full advantage, wherever possible, of all the white space available on your envelopes.

□ **CLEVER CUT-OUTS.** We still get examples of clever cut-outs . . . and we can't understand why more people do not use them for getting attention during these hard-to-get-attention days. Cut-outs properly handled, do not waste paper. Best recent example is an inexpensive mailing piece received from the Dictaphone Corporation, 420 Lexington Ave., New York. Folded it measures 9" x 6" and the top flap is shortened to measure 6" x 6". The title is "Why Encourage Absenteeism In The Face of The Manpower Shortage?" Visible on the longer inside page is a sketch of a typewriter, a desk and a chair. The stenographer who should be sitting there is completely cut-out. That is, the space is blank (contains no paper). Open the top fold and you'll see that the cut-out section showing the stenographer has been folded over so that she's sitting beside a desk taking dictation. And because of the cut-out and fold, the picture of the stenographer stands out from the sheet giving the impression of third dimension. It's a fine job . . . and you know what the sales argument is. It was designed by Githens-Sohl Corporation, New York.



Dear Sir:
Think of it! A genuine leather traveling bag for only \$6.95.

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston, Mass.

★
FOR
DURABILITY
SPECIFY
KROYDON
COVER

for
Instruction Booklets
Catalog Covers
Manuals
★

Available in a wide range
of Colors in Medium and
Heavy Weights

20 x 26 23 x 35

Sample book sent on request

•
HOLYOKE CARD
AND PAPER CO.
SPRINGFIELD, MASSACHUSETTS

HITTING BELOW THE BELT

The worst article *this reporter* has read in a long, long time appeared on page 56 of the June 26th issue of the distinguished trade journal, "Editor & Publisher". It appeared on the editorial page entitled "Shop Talk At Thirty" by Arthur Robb.

We have no desire to stir up any scrap between the various forms of advertising . . . we have all been trying to work together to help the war effort . . . but this editorial has stirred up so much discussion, not only in Direct Mail circles, but among people in Washington, that we are going to reprint it in full, and then give our very brief comments.

A Big Leak in the Paper Supply

We got a new slant on this public relations business Monday morning, when, as a new experience, we opened the office. At the front door was a huge sack of mail, besides several bundles of first-class letters. The mail-sack, which contained a few newspapers and magazines, and several score envelopes of publicity handouts and photographs, weighed, we estimated, between 60 and 75 lbs.

For our sins, we took the job of going through the publicity offerings, all of which were addressed either to "Editor & Publisher" or to one of the editorial staff. In one instance, the same handout was addressed to the paper and to three individual editors. But, to get to the point quickly, only three sheets and one photograph out of the 60 or so pounds of paper were significant as copy for "Editor & Publisher". The rest filled a couple of wastebaskets.

Some of it was government stuff—not much. The great mass came from private enterprises with which "Editor & Publisher" has never had the slightest association, either as news contacts or as present or potential advertisers. By mutual agreement, this office has cut down considerably the amount of publicity that was formerly received from government departments, but it is still much too heavy for our comfort either as a taxpayer or as an editor.

Increasingly, this publicity material is taking the form of elaborate house-organs of plants engaged in war production. Whatever justification there may be for publishing slick, multi-paged magazines for the maintenance of plant morale—and we don't deny

that there may be—we can see no reason for putting this stuff into the mails for even limited circulation to the press. No publisher, editor, or managing editor of a responsible publication has the time to plough through pages of print that haven't even a remote interest to this field—and not 1/10th of 1 per cent of the stuff that we examined Monday morning could have fought its way into our columns with the aid of an M-4 tank!

We suspect that a lot of these plant house-organs are now being charged against operations, which, being for the government, have to be paid for eventually out of taxation. And willing as all of us are to pay war taxes and buy war bonds, it doesn't appear that our money is being wisely spent when even one cent of it goes into publicity material that has only a private and local interest.

Further, when government is calling upon all publishers of newspapers and periodicals to reduce their paper consumption in proportion that may become perilous to the existence of many, it is thoroughly wrong to use paper for non-essential purposes. That most of this stuff is not on newsprint makes no difference. All of it has to come from the same pile of pulpwood that is the raw material for newsprint—and that pile is now 20 to 25 per cent short of this year's expected requirements for print paper, containers, and various new uses essential to the war.

If the War Production Board can tell newspapers, magazines, trade papers, etc., that they must cut their paper tonnage 10 per cent from legitimate 1941 levels for the first half of 1943, and then cut another 5 per cent for the third quarter of 1943, it should have sufficient power to clamp down hard on uses of paper that contribute nothing to public knowledge, nothing to the conduct of the war, nothing to the nation's future prosperity. Every house organ, plant journal, and publicity handout should be made to prove its necessity toward the war effort before it is permitted to contract for a paper supply, directly or through a commercial printer. Anything short of that will leave unguarded a leak beside which the economies of legitimate publishers will be futile.

Reporter's Note: Most of the readers of his magazine could give a better answer than *this reporter*. That article in "Editor & Publisher" was obviously written in an

effort to discredit all forms of direct advertising, so that newspapers could obtain paper to their heart's desire.

Who is responsible for the growth of publicity releases? No one but the newspaper editors, who have continuously given large amounts of space to puffing and patting the achievements of distinguished advertisers.

Does Mr. Robb mean to infer that the jobs of building plant morale, decreasing absenteeism, improving safety, etc., etc., should be left entirely to the newspapers? Has Mr. Robb any intimate knowledge of what house magazines are doing for the War Production Drive program?

But, in our opinion, Mr. Robb slipped the hardest (or hit the lowest) in his last paragraph. Does Mr. Robb mean to infer that after all these years he really doesn't believe in the freedom of the press? Freedom of the press does not apply solely to newspapers or magazines. Freedom of the press applies equally to house magazines, plant journals, or to mimeographed bulletins. Does Mr. Robb mean to recommend that Boards of Censorship should be set up throughout the country to decide on the essentiality of every printed piece? If Mr. Robb's suggestion in his last paragraph was carried out, wouldn't it be just as important to have the censors rule on the essentiality of the newspapers who apply for paper permits? What about those certain newspapers whose editorial policy contribute nothing to the conduct of the war or to the nation's future prosperity? What about the essentiality of the pages of newspaper space devoted to plugging Hollywood stars (and their legs) or many of the non-essential things which the press releases from the advertisers instigate? Are we going to go back to the 20's and the days of Brisbane . . . when every month or so we could expect the newspapers

to stage a concerted attack on other forms of advertising . . . especially Direct Mail and printed promotion?

Isn't it now time for the newspaper industry to grow up and realize that there are other forms of advertising and promotion? Why don't they stop fighting radio and outdoor and Direct Mail advertising?

This reporter for one has never discouraged or attacked the use of newspaper advertising . . . in the right place.

□ **MORE ABOUT "BUNK" IN DIRECT MAIL.** Here's another follow-up letter from Dave Belbeck, Advertising Manager of The W. W. Cooper Company, Limited, Swift Current, Sask., Canada.

When I typed that letter on Direct Mail a couple of months ago I had no idea it was going to "make" *The Reporter* and I certainly never dreamed that it would cause more than a ripple where it landed. But, according to what I see in the Report for May, it has raised one or two big waves.

One thing, though, puzzles me. Where are the "experts"? It was those gentlemen I had in mind when I wrote my piece originally. Either they don't think the spray I raised will reach them, or they feel they're drier by shielding themselves under a nice big blanket of silence. At any rate they haven't ventured out. Can you tell me why?

I was always taught that the simple things, the down-to-earth, everyday things were the most important. For instance: man needs food, a roof over his head and clothes on his back, but he can struggle along very well if he never tastes caviar, don't know what a hotel suite looks like, or doesn't know the meaning of a morning coat! Those are extras craved by his egotism.

I think the same holds true about Direct Mail, or any other form of advertising. The more simple it is, the more appealing and effective it will be. It doesn't need a fancy costume to get attention.

You'll admit that the enclosed piece is very plain-looking and I hope you'll think that the copy is written in plain, everyday language. All right—it is doing a dandy job for us. It was mailed (to householders, of course!) to a list of towns *outside* our trading area—to people, as far as we know, who never before had read any of our advertising, some of them very close

to much larger cities than ours. And we're getting results! Hardly a day goes by that we don't get returns on the back coupon.

I'm enclosing this piece, Mr. Hoke, to back my statement that my firm is getting good results by simply being "one of the folks."

Reporter's Note: The piece is simple, plain . . . and good.

□ **CERTAIN CONGRESSMEN PLEASE NOTE.** Here's a letter received by *this reporter* from Frank W. Pearsall, The Northfield Schools, East Northfield, Massachusetts.

Dear Henry:

In response to your request in the present issue of *The Reporter*, I am enclosing copies of our recent bulletins, which promote various Victory Projects. I am also enclosing copies of the first two bulletins in this series which I believe you have already received.

A letter today from Mr. Emery W. Baldur of the Office of War Information informs me that they will not be permitted to issue any of their pamphlets in the future. The material they have already sent me and on which this series of bulletins is based was very helpful and I am convinced that curtailment of this service by Congressional action was a serious mistake.

Sincerely,

Frank W. Pearsall.

So . . . you think you were **helping** the war effort by crippling the Office of War Information?

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

TESTED IDEAS for newspaper, magazine, trade publication advertisers. Publishers' rates. Martin Advertising Agency, 171P Madison Ave., New York. Est. 1923.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

"EXCELLENT" says Printers Ink about "Letterhead Design and Manufacture," by Fred Scheff, 225 pp. 8½x11. 125 Letterheads. Mail \$5.00 to Fredericks Co., 68 Nassau St., N.Y.C. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

SPECIAL

IF YOU LIKE THIS ISSUE . . . and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend? Subscription Rate \$3.00; Special Two-Year Rate \$5.00. *The Reporter*, 17 East 42nd St., New York 17, N. Y.

Why Direct Mail Advertisers Have Confidence In McGraw-Hill Mailing Lists



A list user said to us the other day, "Here's my order for 660,000 names. I'm going on my vacation tomorrow—so the entire mailing is in your hands. You've already proved to me that I can count on McGraw-Hill service as well as McGraw-Hill names."

Mailers who use McGraw-Hill lists know that they are using names which, over-all, are producing more successfully for mail-order sellers than the great majority of other mail-order lists. And they know that McGraw-Hill supervision means their mailings will get out properly.

DIRECT MAIL DIVISION

McGraw-Hill Publishing Company

330 West 42nd Street

New York (18), N. Y.

NIGHT SCENE IN WASHINGTON

It is 9:00 P. M. There's a motley assortment of reporters and spectators lounging around the seats in Federal Court. Some of the newspaper men are draped over the council table. Some are asleep. One is sitting on the bottom step from the judge's bench, chinning with the defendant, who appears to be more calm than the others who are waiting for the jury's verdict.

The jury has been out since 3:00. Rumors are thick. "The jury is hung." "The jury is going to be locked up for the night." "He's going to be acquitted on most of the counts."

George Sylvester Viereck walks over to a group in which *this reporter* is standing. He is very cheerful. The prospects look good. The minutes drag. The wise cracks get less humorous.

Eleven-thirty P. M. Judge Lawes appears and the court room is changed to dignity . . . and tension. The jury walks in and stands in a semi-circle at the side of the bench. Viereck stands before the jury and glares. The clerk reads each count and the foreman answers—"Guilty" . . . six times. Viereck's lawyer asks that the jury be polled. Viereck glares at each juror as the question is put six times, and the answer six times is "Guilty." Seventy-two times Viereck had to hear twelve of his "fellow citizens" say that word guilty. The big marshal standing behind George Sylvester Viereck takes out his handcuffs and the Nazi agent goes out through the back door. Court is adjourned. That's about the end of a long story that

started so long ago. But here's the important point for all Direct Mail people to remember—it should also be of interest to certain people in the 26th Congressional District of New York:

George Sylvester Viereck was convicted on an indictment consisting of six counts. Count 2 refers to the fact that Viereck failed to mention in his foreign agent registration papers that part of his activities included writing speeches for Congressmen and getting those speeches inserted in the Congressional Record.

Count 6 also charged Viereck with failure to account for the same type of activity. For the benefit of all people who are interested in the mails, we reprint here Section (b) and (c) of Count 4. Read these sections carefully, even though you have to stumble over the legal verbage—

(b) The said defendant advised and informed, directly and indirectly, divers public officials and other persons in the United States on matters pertaining to political interests, public relations and public policy, and engaged, directly and indirectly, in disseminating and placing for publication within the United States of America oral and written information and matter pertaining to political interests, public relations and public policy, and in this connection wrote, edited, prepared and revised speeches, public addresses, books, pamphlets and other matter, including speeches to be delivered by Members of Congress on the floor of Congress and elsewhere, and supplied material to Members of Congress for publication in the Congressional Record, and arranged for and subsidized the nation-wide distribution under Congressional frank of said speeches and material and also other political

material appearing in the Congressional Record; and

(c) Aided, abetted and assisted one Prescott Dennett and divers other persons in the operation and work of a certain committee known variously as the "Make Europe Pay War Debts Committee" and the "Islands for War Debts Committee" and contributed large sums of money for the maintenance of and to defray the expenses of the said committee, and used the said committee to disseminate and distribute by mail under Congressional franking privilege and otherwise certain speeches and public addresses delivered on the floor of Congress and elsewhere by present and former Members of both Houses of the Congress of the United States, and to disseminate and place for publication, through newspapers, radio broadcasts, periodicals and otherwise, certain oral and written information and matter, in order to influence American public opinion in matters pertaining to political interests, public relations, and public policy.

There you have the whole story. Viereck has been convicted on all six counts, including that count 4. Everything *The Reporter* revealed in the issue of October, 1941, is confirmed by this conviction. Viereck was the controlling figure for some of the Congressional franks. His agent, Prescott Dennett controlled the activities of George Hill, in Congressman Fish's office. Through that office the orders were placed for the reprints from the Congressional Record and they were distributed in bulk lots throughout the country under Congressional franks (of many other Congressmen beside Fish) for addressing and distribution by most of the 33 alleged seditionists who are now under indictment and waiting trial. Let's get along with the 33.

□ **A REMINDER . . .** to all the readers of *The Reporter* who are not members of the Direct Mail Advertising Association. The DMAA Monthly Specimen Bulletins are better than they have ever been in the history of the Association. Each bulletin is a digested summary of all the important news notes and comments about Direct Mail Advertising. Attached to the bulletins

are actual samples of the best pieces of the month. For your further information . . . the DMAA is in a better position than it has been for years. It is actually gaining in membership. We suggest that you write to Secretary Jane Bell at 17 East 42nd Street (11th floor), New York 17, N. Y., and inquire about the services. In a liberal moment, she might even send you a sample

of the valuable bulletins which go to members only.

It's rumored that the Direct Mail Advertising Association, cooperating with the Graphic Arts Victory Committee, will hold a One Day Wartime Conference (similar to the one held last year) in New York City some time in October. More about that later.

